

Message Text

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PAGE 01 TOKYO 12050 100311Z
ACTION EA-09

INFO OCT-01 ISO-00 EB-08 /018 W
-----062313 100342Z /15
R 100200Z AUG 77
FM AMEMBASSY TOKYO
TO USDOC WASHDC
INFO SECSTATE WASHDC 0025

UNCLAS TOKYO 12050

E.O. 11652: N/A
TAGS: BPRO, BTRA, JA
SUBJECT: MARKETING SEMINAR PROPOSAL: UNIVERSITY OF HAWAII

1. EMBASSY HAS BEEN APPROACHED BY MR. ISAO MIURA, EXECUTIVE MANAGING DIRECTOR OF THE INSTITUTE OF DISTRIBUTION RESEARCH (IDR) IN TOKYO, REQUESTING EMBASSY AND USDOC ASSISTANCE IN SETTING UP A MARKETING SEMINAR AT EAST-WEST CENTER AT UNIVERSITY OF HAWAII. IDR WILLING ASSUME ALL COSTS.

2. IDR IS INCORPORATED BODY OF APPROXIMATELY 300 JAPANESE FIRMS REPRESENTING ALL MAJOR RETAILERS ASSOCIATIONS. IDR HEADQUARTERS IS LOCATED AT 3-5-8, SHIBAKOEN, MINATO-KU, TOKYO 105, JAPAN. IDR HAS BEEN WORKING WITH EMBASSY TO PROMOTE IMPORTATION INTO JAPAN OF AMERICAN CONSUMER PRODUCTS, AND IT HAS BACKING OF MITI IN THIS PROJECT. TOP EXECUTIVES OF IDR ARE DRAWN FROM SUCH IMPORTANT ORGANIZATIONS AS JAPAN DEPARTMENT STORES ASSN., JAPAN CHAIN STORE ASSN., JAPAN VOLUNTARY CHAIN ASSN., JAPAN FEDERATION OF INDEPENDENT CREDIT STORES ASSN., FEDERATION OF JAPAN SPECIALITY SHOPS ASSN., JAPAN CHAMBER OF COMMERCE AND INDUSTRY AND CENTRAL FEDERATION SOCIETIES OF COMMERCE AND INDUSTRY. IDR'S PRINCIPAL OBJECTIVE IS TO SIMPLIFY JAPANESE DISTRIBUTION CHANNELS, AND AS PART OF THIS OVERALL PROJECT IDR HAS BEEN WORKING CLOSELY WITH EMBASSY TO FORMULATE PLAN TO FACILITATE IMPORTATION OF AMERICAN CONSUMER GOODS BY IDR MEMBER ASSOCIATIONS.

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3. PROPOSED SEMINAR TOPIC WOULD BE CURRENT THEORY AND PRACTICE OF RETAIL SALES TECHNIQUES IN UNITED STATES. PURPOSE OF SEMINAR WOULD BE TO EXPOSE ATTENDEES TO CURRENT THINKING IN AMERICA ON THIS SUBJECT WHICH THEY, IN TURN, WOULD APPLY TO JAPANESE MARKET. SUCH TECHNIQUES WOULD BE APPLIED TO WIDE SPECTRUM OF CONSUMER PRODUCTS IN JAPAN, BOTH THOSE

IMPORTED FROM U.S. AS WELL AS THOSE PRODUCED IN JAPAN OR IMPORTED FROM OTHER COUNTRIES.

4. NUMBER OF ATTENDEES WOULD BE APPROXIMATELY 40, MOST OF THEM MANAGERS OF JAPANESE RETAIL SHOPS WITH NO SOPHISTICATED EDUCATIONAL BACKGROUND IN MARKETING THEORIES OR TECHNIQUES. CONSEQUENTLY, CONTENTS OF SEMINAR SHOULD LEAN PRIMARILY TO THE PRACTICAL ASPECTS OF MARKETING WITH MANY EXAMPLES AND CASE STUDIES FOR ILLUSTRATIVE MATERIAL. WHILE ATTENDEES GENERALLY FAMILIAR WITH KINDS OF AMERICAN CONSUMER PRODUCTS AVAILABLE AND ARE CURRENTLY SELLING THEM IN SUBSTANTIAL LOTS, THEY ARE NOT NECESSARILY KNOWLEDGEABLE ABOUT AMERICAN BUSINESS PRACTICES OR PHILOSOPHIES.

5. DATE REQUESTED FOR SEMINAR IS JANUARY 26-28, 1978. IDR REQUESTS THAT LECTURE TIME BE ABOUT TWELVE (12) HOURS TOTAL, DIVIDED INTO TWO OR THREE DAYS. GROUP WILL BE ATTENDING HOBBY SHOW IN U.S. UNDER DOC FOREIGN BUYER PROGRAM ON JANUARY 29-FEBRUARY 1; THUS, MUST CONCLUDE SEMINAR BY JANUARY 28 AT LATEST.

6. IDR REQUESTS THAT UNIVEERSITY OF HAWAII FACILITIES, POSSIBLY AT EAST-WEST CENTER BE MADE AVAILABLE. IDR HAS INFORMED US THAT SIMILAR TYPE SEMINAR WAS HELD THERE A FEW YEARS AGO FOR SONY TRADING COMPANY.

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UM ACTION REQUESTED. (A) WILL SUCH SEMINAR BE POSSIBLE AT UNIVERSITY OF HAWAII? (B) IF SEMINAR TO BE HELD, CAN UNIVERSITY IDENTIFY PROFESSOR OK OTHER INSTRUCTORS WHO WILL BE CONDUCTING SESSIONS AS SOON AS POSSIBLE? (C) IDR WOULD LIKE TO PURCHASE COPIES OF TEXTS TO BE USED FOR SEMINAR AS FAR IN ADVANCE AS POSSIBLE SO THAT MEMBERS WILL HAVE CHANCE TO TRANSLATE AND STUDY BEFORE SEMINAR. CAN UNIVERSITY IDENTIFY TEXTBOOKS(S) AND ARRANGE TO PURCHASE AND FORWARD COPIES TO IDR VIA U.S. EMBASSY TOKYO? ALSO, REQUEST PRICE OF TEXTS AND HANDLING/SHIPPING CHARGES FOR IDR TO FORWARD TO APPROPRIATE UNIVERSITY OFFICIAL. (D) SIMULTANEOUS TRANSLATION DESIRED FOR SEMINAR. PLEASE ADVISE IF UNIVERSITY CAN MAKE ARRANGEMENTS. (E) PLEASE NOTIFY ON APPROXIMATE COST OF SEMINAR INCLUDING HONORARIUM FOR INSTRUCTORS, RENTAL FEE FOR SEMINAR ROOM, CHARGE FOR INTEPRETATION SERVICES, TEXTBOOKS, AND OTHER CHARGES. (F) IDR ALSO REQUESTS THAT EACH ATTENDEE RECEIVE A "CERTIFICATE OF ATTENDANCE" FROM UNIVERSITY OF HAWAII RECORDING ATTENDANCE AT SEMINAR. PLEASE ADVISE IF THIS IS POSSIBLE.

8. WE BELIEVE THIS REQUEST FOR SEMINAR HAS MERIT AND URGE USDOC AND UNIVERSITY OF HAWAII TO ACCOMMODATE THIS JAPANESE

GROUP IF POSSIBLE. IDR APPEARS TO ENCOMPASS PRINCIPAL
DECISION-MAKERS OF LARGE GROUP OF JAPANESE RETAIL WORLD, AND
WE WOULD LIKE TO ENCOURAGE AS MUCH CONTACT WITH U.S. AS
POSSIBLE. IF IDR DOES, IN FACT, BEGIN TO ORGANIZE CENTRAL
PURCHASING OF U.S. CONSUMER PRODUCTS FOR ITS SEVEN RETAIL
ASSOCIATION MEMBERS, AS THEY HAVE PROPOSED TO US, SIGNIFICANT
INCREASE IN U.S. PRODUCTS WILL CERTAINLY RESULT. WE
APPRECIATE THE LARGE AMOUNT OF WORK SUCH A SEMINAR AS THIS
REQUIRES BY USDOC AND UNIVESITY, AND ARE ANXIOUS TO ASSIST
IN ANY WAY WE CAN. PLEASE SLUG REPLY TO EMBASSY TOKYO
FOR R. HUFF.
MANSFIELD

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Sent Date: 10-Aug-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1977TOKYO12050
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770287-0340
Format: TEL
From: TOKYO
Handling Restrictions: n/a
Image Path:
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Legacy Key: link1977/newtext/t19770874/aaaackvq.tel
Line Count: 127
Litigation Code IDs:
Litigation Codes:
Litigation History:
Locator: TEXT ON-LINE, ON MICROFILM
Message ID: 9b21a45c-c288-dd11-92da-001cc4696bcc
Office: ACTION EA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 28-Oct-2004 12:00:00 am
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 1639905
Secure: OPEN
Status: NATIVE
Subject: MARKETING SEMINAR PROPOSAL: UNIVERSITY OF HAWAII
TAGS: BPRO, BTRA, JA
To: COM
Type: TE
vdkgvwkey: odbc://SAS/SAS.dbo.SAS_Docs/9b21a45c-c288-dd11-92da-001cc4696bcc
Review Markings:
Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
22 May 2009
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 22 May 2009